



Maryland Affiliate  
200 East Chopin Road, Suite 407, Towson, Maryland 21204  
410-938-8890 [www.komenmd.org](http://www.komenmd.org)

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

June 3, 2008

Dear Chairman Martin:

I am writing this letter in appreciation of the community service performed by 101.9 LITE FM WLIF on behalf of the Maryland Affiliate of Susan G. Komen for the Cure.

The fact we have a long standing relationship with WLIF is a tribute to their genuine commitment to our cause to end breast cancer forever. Many corporate sponsors rotate their support between various non profits in the community. Not only has WLIF consistently represented us for many years, their commitment has actually grown.

WLIF's support has most prominently been heard during the annual Komen Maryland Race for the Cure fundraising event through public service announcements, public affairs programming, interviews with breast cancer survivors and promotional announcements soliciting registration for the race. If you listen to the station during race season for any period of time you will hear commentary about Komen Maryland and the importance of participating in the race. Their interviews with breast cancer survivors held people captive in their cars, listening to the stories, after people arrived at their destination.

On Race Day, WLIF broadcasts live from the race theater in addition to staffing three different locations including the finish line. Radio personalities announce the names of survivors as they cross the line. This is particularly meaningful for a survivor to hear their name as they cross the line. It is very moving and has become a significant feature of our race.

Relationships between Komen Maryland and local for profit organizations truly define how successful we can be. With 101.9 LITE FM WLIF as our partner we won the Affiliate of the Year Award in 2007. This exemplary partnership sets a precedent in the community as a role model for civic spirit and duty. It is our privilege to partner again in 2008 with WLIF for the Komen Maryland Race for the Cure.

Most sincerely,

Robin Prothro, MPH, BSN  
Executive Director

*The greatest risk factors for  
breast cancer are being female  
and growing older.*